

**CLAIMS**

1. An advertising device for use advertising in darkened conditions, said device including a photoluminescent sheet and which device spatially modulates light emission from the photoluminescent sheet to create an optical illusion which glows in the dark independently of any electrical power supply being connected to the device.
2. A device as claimed in claim 1, in which the substrate and clamping means are adapted for connection to an advertising board or placard.
3. A device as claimed in claim 1, in which the sheet is provided with a clamping means adapted for connection to a mug, bowl, bottle or cup holder.
4. A device as claimed in claim 3, in which the cup holder is one provided in an auditorium of a cinema or theatre, generally mounted on or near a seat arm-rest.
5. A device as claimed in any one of claims 1 to 4, in which the sheet is provided with a surface application analogous to a printing process, spray application, vacuum or electrostatic mist application, silk screening, or impregnating.
6. A device as claimed in any one of claims 1 to 5, in which patterns are provided by a die-cut cover sheet over the photoluminescent sheet, the cover sheet cut to remove parts that are to be seen and blanking over other parts.
7. A device as claimed in claim 6, in which the photoluminescent sheet and cover sheet are each a film or foil or similar that is placed onto a backing, the film or foil being replaceable to change an advertising message from time to time or to accommodate any tendency for the visibility to fade over time.

8. A device as claimed in any one of claims 1 to 7, in which the photoluminescent sheet is given a transparent or translucent protective cover, through which the visible light is viewed.
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9. A device as claimed in claim 8, in which the translucent cover is given a colour cast that provides a modification of the basic visible light radiation from the photoluminescent sheet.
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10. A device as claimed in any one of claims 1 to 9, in which the photoluminescent sheet comprises a flexible foil of a polymeric material, that has a contact adhesive or other means of mounting and retaining it on a surface, that is to be placed onto a cup holder that is attached to a chair armrest or other structure.
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11. A device as claimed in claim 10, in which the foil is in a shape that creates a surround or partial surround around a recess into which a cup is placed, to be held.
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12. A device as claimed in any one of claims 1 to 11, which includes a base that is rigid, has attachment or clamping means for attachment to a cup holder or the like, the base adapted to support the photoluminescent sheet.
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13. A device as claimed in claim 12, in which the source of visible light is in more than one colour.
14. A device as claimed in claim 1, substantially as herein described and as illustrated in figure 1 of the drawings.
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15. A device as claimed in claim 1, substantially as herein described and as illustrated in figures 2 to 4 of the drawings.